

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

BMR3154 – BUSINESS TO BUSINESS MARKETING

(All Sections / Groups)

28 FEBRUARY 2017

2.30pm – 4.30pm

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 3 pages with 4 questions excluding the cover page.
2. There are two sections in this question paper:
Section A: TWO (2) case questions. Attempt **ALL** questions.
Section B: TWO (2) structured questions. Attempt **ALL** questions.
3. Please write your answers in the Answer Booklet provided.

SECTION A: Case Questions [50 Marks]

Answer Question 1 and 2 based on the case below. Attempt ALL questions.

B-to-B Social Marketing: Malaysiano's Business Customers Engagement

When you think of digital marketing and social media, you most likely think of marketing to final consumers. But today, most business-to-business marketers, like Malaysiano, have also upped their use of these new approaches to reach and engage business customers. Machining tool manufacturer, Malaysiano, utilises digital and social media in strengthening their relationships with key business customers. As the leading manufacturer in metal cutting and machining technology in Malaysia, they employ a wide variety of social media initiatives that inform customers and enhance customer relationships.

Malaysiano hosts an ongoing series of industry-specific webinars that position the company as an industry thought leader. They also produce three webinars each month and offers a library of more than 100 on topics ranging from optimizing machine tool performance to discover new metal-cutting processes. The webinar content is tailored to specific industries, such as medical or IT, and is promoted through carefully targeted banner ads and emails. The webinars help to build Malaysiano's customer database, generate leads, build customer relationships, and prepare the way for salespeople by providing relevant information and educating customers online.

Malaysiano even uses Facebook, Twitter, and YouTube to inform customers and prospects about the latest Malaysiano innovations and events and to vividly demonstrate the company's machines in action. The result has been gratifying. "We have shifted dramatically into the electronic marketing arena," says Malaysiano's marketing manager. "It speeds up the sales cycle and makes it more efficient- for both the company and the customers. The results have been outstanding."

Compared with traditional media and sales approaches, digital and social media approaches can create greater customer engagement and interaction. B-to-B marketers know that they aren't really targeting businesses, they are targeting individuals in those businesses who affect buying decisions. They are selling business-to-people, and they believe that today's business buyers are always connected. They have their digital devices such as smart phones or tablets hardwired to their brains. As one B-to-B marketer puts it, "Being at work is no longer a place; it is a state of mind."

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QUESTION 1

Customer relationship management is crucial to B-to-B companies like Malaysiano where the products sold are usually technical complex and require high technical support. Malaysiano knows that they aren't really targeting businesses, they are targeting individuals in those businesses who affect buying decisions.

- a) Discuss the THREE (3) relationship types in B-to-B context. (15 marks)
- b) The underlying machining technology of Malaysiano in servicing medical industry is complex and dynamic. Briefly justify the type of relationship that suits Malaysiano and its customers in medical industry. (5 marks)
- c) Discuss how Malaysiano can manage the relationship bandwidth strategies through flaring out by augmentation with clients from medical industry. (5 marks)

(Total: 25 marks)

QUESTION 2

Internet has significantly expanded the communication abilities of B-to-B firms in keeping a close relationship with their business customers.

- a) Discuss the THREE (3) business-to-customer e-commerce types that Malaysiano can build with their business customers. (9 marks)
- b) Discuss and justify TWO (2) offline promotional tools that Malaysiano can use in promoting their e-commerce efforts. (10 marks)
- c) Discuss TWO (2) benefits of using Internet as a strategic tool. (6 marks)

(Total: 25 marks)

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SECTION B: Structured Questions [50 Marks]**Attempt ALL questions.****QUESTION 3**

Business market customers are composed of commercial enterprises, institutions, and governments where a single purchase by a business customer is far larger than an individual consumer.

- a) Discuss extensively on how business customers use the products they purchase. (10 marks)
- b) Discuss extensively on the categories of commercial enterprises based on how they use the product. Provide example for each of the category. (15 marks)

(Total: 25 marks)

QUESTION 4

Hewlett-Packard (HP) has recently faced a burst of demand for their P3302 industrial printer that emphasizes on fast printing. During the Tornado phase of technology adoption life cycle, HP must gear up their production to capitalize on the opportunity the broad market presents.

- a) Discuss the suggested strategies that HP must implement during the Tornado phase. (15 marks)
- b) Discuss any TWO (2) classifications of distributor that HP can use in distributing their P3302 industrial printer. (10 marks)

(Total: 25 marks)

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